



**LOS ANGELES COUNTY ARTS COMMISSION  
MINUTES OF THE MEETING OF JANUARY 12, 2015**



The meeting of January 12, 2015 was held at 10:00 a.m. at the Los Angeles County Arts Commission at 1055 Wilshire Boulevard, Suite 800, Los Angeles, CA 90017.

Present:       Guadalupe Rosas Bojorquez  
                  Pamela Bright-Moon  
                  Betty Haagen  
                  Bettina Korek  
                  Peter Lesnik  
                  Claudia Margolis  
                  Richard Montoya  
                  Claire Peeps

Absent:        Araceli Ruano  
                  Eric Hanks  
                  Alis Clausen Odenthal

Staff           Laura Zucker, Executive Director  
Present:       Miriam Gonzalez, Executive Assistant  
                  Sofia Klatzker, Director of Grants and Professional Development  
                  Lindsey Schoenholtz, Grants Manager  
                  Kim Glann, Productions Marketing Manager  
                  Jennifer Fukutomi-Jones, Associate Program Manager, Community Programs

Also Present:   Constance Jolcuvar

Secretary Korek called the meeting to order at 10:05 a.m.

Absentee Excuses

*Roll was taken and on a motion by Commissioner Lesnik, seconded by Commissioner Bright-Moon, the excused absences for the meeting of January 12, 2015 were unanimously approved.*

Approval of Minutes

*On a motion by Commissioner Lesnik, seconded by Commissioner Bright-Moon, the minutes for the meeting of November 3, 2014 and the Committee of the Whole of December 8, 2014, were unanimously approved.*

Correspondence

None.

President's Items

Secretary Korek introduced and welcomed new Commissioner Claire Peeps to the Arts Commission. Secretary Korek also introduced Constance Jolcuvar, a nominee to the Commission by Supervisor Kuehl.

Commissioners present submitted their Commissioner 2015 Conflict of Interest forms.

Sofia Klatzker, Director of Grants and Professional Development, gave an overview of the site visit options for the February and March meetings.

Commissioners reviewed the list and requested site visits to The Academy Foundation and Casa 0101 with invitations to A + D Museum, Arts Council for Long Beach, Tia Chucha's Centro Cultural, and Khmer Arts to make organizational grant program application presentations.

#### Civic Art Panel Pool

Margaret Bruning, Director of Civic Art, gave an overview of the prospective Civic Art panel pool for 2015/2016.

*A motion was made by Commissioner Bright-Moon, seconded by Commissioner Lesnik, to approve the 2015/16 Civic Art panel pool as presented, authorize the staff to make any necessary changes to the list as may be required and to report back any substitutions to the Commission. The motion carried unanimously.*

#### Organizational Grant Program Panel Pool

Sofia Klatzker, Director of Grants and Professional Development, gave an overview of the prospective OGP Panel pool for 2015/2016.

*A motion was made by Commissioner Lesnik, seconded by Commissioner Haagen, to approve the 2015/16 Organizational Grant Program panel pool as presented and to make any necessary changes to the list as may be required and to report back any substitutions to the Commission. The motion carried unanimously.*

#### 2014-15 OGP Disqualifications

Sofia Klatzker, Director of Grants and Professional Development, gave an overview of the recommended 2015/16 OGP disqualifications.

*A motion was made by Commissioner Bright-Moon, seconded by Commissioner Margolis, and unanimously approved, to accept the disqualification for The Performing Arts for Life and Education Foundation because a representative did not attend the mandatory application workshop.*

#### 2014 Holiday Celebration

Kim Glann, Productions Marketing Manager, and Jennifer Fukutomi-Jones, Associate Program Manager, Community Programs, gave an overview of the 55<sup>th</sup> Annual Holiday Celebration report ([attached](#)) and shared a few excerpts from the show. A DVD copy of the show was distributed to Commissioners.

#### Executive Director's Report

Laura Zucker, Executive Director, reported that Sachi Hamai is the new Interim Chief Executive Officer.

Ms. Zucker reported the Art Commission has prepared the 2015/16 budget request and outlined several budget priorities for the coming year.

Commissioners discussed the budget priorities and recommended showing how each request is interconnected and supports each other.

[Commissioner Montoya left the room]

#### Commissioner Items

None.

Public Comment

None.

*The Arts Commission meeting of January 12, 2015 was adjourned at 11:30 a.m. and the Committee of the Whole meeting was adjourned at 11:45 a.m.*

55<sup>TH</sup> ANNUAL L.A. COUNTY

# HOLIDAY CELEBRATION

## Wrap Report



### HIGHLIGHTS

➤ The 55<sup>th</sup> annual production of the Emmy Award-winning *LA County Holiday Celebration* once again drew attention to the exemplary performing artists of the region. New to the show this year were Latin jazz ensemble **Buyepongo**, LA County Arts Commission grantee **Mountainside Master Chorale**, all-female music group **Trio Ellas** and **Western Standard Time Ska Orchestra**, which performed holiday classics with a Jamaican ska flavor. Notable performances by returning groups included **Los Angeles Children's Orchestra's** "Brazilian Sleigh Bells"; **Young Angels Choir**; **Young Men's Ensemble of the Los Angeles Children's Chorus**; **JazzAntiqua Dance Ensemble**, with an original piece called "The Gathering" set to live music by **Maetar**; and **Mariachi Sol de Mexico de José Hernández's** medley of music from "The Nutcracker."

➤ The *LA County Holiday Celebration* aired for the first time on PBS SoCaL, which broadcast the show four times and streamed it online at [PBSSoCaL.org](http://PBSSoCaL.org). Time Warner customers could enjoy the show two additional times on PBS SoCaL Plus. According to The Neilsen



Company, the total average household viewers per quarter hour increased by 22% compared with last year's broadcasts. The 9:00 pm rebroadcast on December 24 had the most viewership. 5,270 people attended the live show, a 31% increase over last year. The show was once again broadcast on the Armed Forces Network, reaching US service men and women around the world.

➤ 2,958 people from 35 different countries, including the US, UK, South Korea, Japan and Mexico, tuned in to the PBSSoCal.org live stream. This was an 85% increase from 2013.



➤ Grammy Award-winning jazz musician **Arturo Sandoval** was this year's surprise guest. An accomplished trumpet and flugelhorn player, Sandoval is known for his explosive blend of jazz, classical, rock and traditional Cuban music.

➤ 21 groups and 531 performers appeared on the Dorothy Chandler Pavilion stage. 43% of groups were new to the Holiday Celebration and 29% of all performing groups included youth. Veteran Holiday Celebration hosts actor **Kent Faulcon** (*For Better or Worse*, *Selma*) and actress **Marisa Ramirez** (*Blue Bloods*) co-hosted, their first pairing together.

➤ The Holiday Celebration was once again directed by **Ken Shapiro** of CDK Productions. New to the design team this year was scenic designer **Rene Lagler**, who brought a fresh look to the show with elements that included vertical light panels. High resolution video screens, with content provided by Holiday Celebration veteran **John Martinez**, allowed for a variety of looks tailored for each group. **Dawn Comer-Jefferson** returned as the show's writer. Lighting designer **Simon Miles** rounded out the design team.

➤ For the first time, the Arts Commission reached out to CalArts visual arts students and recent alumni to create three animated holiday-themed short films. The films – *A Synthesizer for Christmas*, *We Share the Light* and *Tiny Winter Circle* – explored diverse holiday celebrations.







## MUSIC CENTER PLAZA ACTIVITIES

➤ This year, preshow plaza activities were programmed through a public engagement lens. American-Israeli contemporary dance company **Keshet Chaim** held a flash mob that led into the hora with participants from the audience and facilitated a drum circle. Plaza veterans **National In Choir** led several sing-alongs of standard holiday carols, in addition to serenading the crowd. JC Culture Foundation's **Chinese Lion Dance** and **Victory Praise Youth Dance Company** rounded out the entertainment.



➤ Marketing staff encouraged engagement through the use of a step-and-repeat and giveaways. Holiday-themed headbands, sunglasses and mustaches were given to people who were then encouraged to take selfies, using the Holiday Celebration hashtag. Everyone standing in line also participated in a group selfie with the show's co-hosts, who stepped out onto the Dorothy Chandler balcony before sound check.

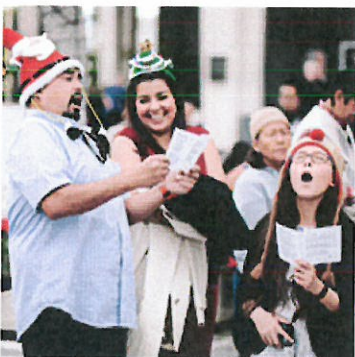


➤ Audience members waiting in line to see the live show queued up in the same configuration as last year, providing faster ingress into the theatre and better viewing of the jumbo flat screen. Prior to the show, a slide presentation included fun facts, informed line-holders of the upcoming group selfie and sing-along, and showed photos of the artists. Once the show began, it was broadcast on the video screen for those still waiting in line.

➤ To make waiting in line after the show began a little more enjoyable, Arts Commission staff handed out 250 cups of hot chocolate, courtesy of Patina Restaurant.

## MARKETING AND PROMOTIONS

The overall marketing campaign once again focused on drawing attention to the television broadcast. The look and feel of promotional materials was inspired by the animated film segments.

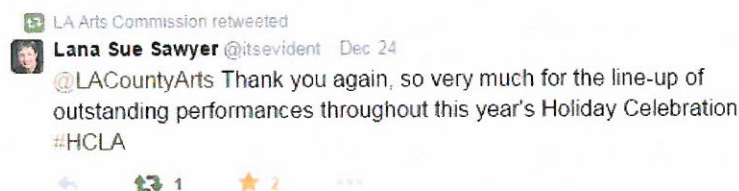


### Social Media and HolidayCelebration.org

➤ Holiday Celebration tweets sent by Arts Commission staff had more than 78,000 impressions in December; 246 retweets and 494 favorites. The Holiday Celebration hashtag, #HCLA, had nearly 900,000 unique views, a new record.

➤ The Holiday Celebration Facebook page was closed; the show was promoted through the LA County Arts Commission Facebook page to further connect it to the Commission.





## Promotions

### L.A. Parent

This media sponsorship resulted in two dedicated email blasts to *L.A. Parent* subscribers and inclusion in the magazine's "5 Things You Should do in December."

### Downtown Los Angeles B.I.D.

Downtown L.A. Business Improvement District distributed flyers and promoted the show on its website and email newsletter.

### Yelp.com

The show was promoted in the December 17 East LA *Weekly Yelp* newsletter which went out to 1,250,000 subscribers.

➤ Targeted Facebook ads had 16,170 unique views. During the month of December, Holiday Celebration posts had a total of 171 shares.

➤ In addition to a 30 second Holiday Celebration trailer, a promotional video of seven groups who performed on the show singing "It's the Most Wonderful Time of the Year" was made. Both videos had a combined viewership of 8,593 on Facebook and YouTube.

➤ For the month of December, [HolidayCelebration.org](http://HolidayCelebration.org) received more than 16,300 page views, an 11% increase from 2013; [PBSSoCAL.org](http://PBSSoCAL.org)'s Holiday Celebration page was viewed 5,257 times.

## **PBS SoCaL**

:10, :20 and :30 promos were broadcast 324 times on PBS SoCaL HD and PBS SoCaL Plus. PBS SoCaL purchased radio spots on KCRW and KJAZZ. The Holiday Celebration had a dedicated page on PBSSoCaL.org and the show was included in an e-newsletter to 33,000 subscribers. Lastly, a segment on Daniel Ho aired on the station's weekly arts series *LAaRT*.

## **County Departments**

- Bus cards were placed in Department of Public Works transit-style vehicles.
- Posters were placed in all County of LA Public Libraries and the show was promoted through the library's website, Facebook and Twitter.
- Posters were distributed to all County of LA public parks.
- 1,000 flyers were distributed through the DPSS CalWORKS program.
- An email notice about the show was sent out to County departments through the Office of Public Information, a story ran in the December *County Digest* and a message was printed on December 15 LA County employee paystubs.

## **Other Promotions**

- The Music Center promoted the show via an email newsletter, social media, a dedicated page on their website and through the distribution of flyers.
- Flyers were sent to 40 senior centers, 25 senior housing communities, 150 recreation centers, 47 YMCAs and 26 Boys & Girls Clubs. 200 posters were distributed to businesses in the downtown, East LA and Hollywood areas.
- Metro promoted the show through a dedicated Destination Discounts web page, on Twitter and in the December Monthly Metro brochure.
- The following organizations promoted the show for free via email newsletters and/or social media: Answers 4 Dancers, Dance Resource Center, First 5 LA, Grand Park, Grand Performances, Geffen Playhouse, REDCAT and the Skirball Cultural Center.







### Advertising

In addition to targeted Facebook ads, rail posters were placed on the Red and Gold Metro lines and a *Los Angeles Times* print ad ran on December 17.

### PRESS

PR consultant Lucy Pollak once again delivered exemplary media coverage resulting in 56 print/internet pieces, two radio station segments, two television pieces, eight e-zine inclusions and event listings posted to 82 websites. Highlights include:

- Feature stories in the *Los Angeles Daily News*, *Downtown News* and Chinese newspaper *Sing Tao News*.
- The Spirit Chorale's performance on *Good Day LA* on Fox 11/KTTV.
- Buyepongo's appearance on Univision Network's *Lanzante* morning show.
- KCBS/KCAL, KABC, LA-18 and New Tang Dynasty captured b-roll of the show for the evening news.
- Interviews with Adam Davis on KPFK's *Experience Talks* and KRLA's *The Bigger Picture* radio program.
- CBSLosAngeles.com's inclusion of the show on its "Best of LA."
- ABC7's inclusion of the show on its "7 Day Planner."
- TheFrontPageOnline.com and LosAngelesPost.org online feature stories.